DOCUMENT RESUME

ED 379 324 TM 022 695

AUTHOR	Ditman, David L.; And Others
TITLE	Assessing Alcohol Availability in Your Community. Procedures Manual. Occasional Paper Series.
INSTITUTION	Southwest Regional Lab., Los Alamitos, CA.
SPONS AGENCY	Substance Abuse and Mental Health Services Administration (DHHS/PHS), Rockville, MD. Center for Substance Abuse Prevention.
PUB DATE	94
CONTRACT	2-H86-SP03073-04
NOTE	50p.
PUB TYPE	Guides - Non-Classroom Use (055) -- Tests/Evaluation Instruments (160)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	*Community Characteristics; *Data Collection; *Drinking; *Evaluation Methods; Needs Assessment; *Research Methodology; Sampling; Substance Abuse; *Surveys
IDENTIFIERS	*Availability Rate

ABSTRACT

As part of a high-risk youth grant from the Center for Substance Abuse Prevention, the Southwest Regional Laboratory developed and implemented a survey of alcohol sales establishments. The purpose was to assess the availability of alcohol in the community and changes in availability over time that may have an impact on findings related to project activities and services provided to the target population. This survey was so successful that the process and instrument are presented for use by other communities. This document presents the rationale for conducting the survey, and methods for designing a survey instrument, selecting a sample, and collecting data, as well as suggestions for reporting results. A sample instrument and report are also provided. (Author/SLD)

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ED 379 324

O C C A S I O N A L P A P E R

Assessing Alcohol Availability In Your Community

Procedures Manual

SWRL

Southwest Regional Laboratory

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Southwest Regional Laboratory

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Edwin C. Myers is SWRL's executive director.

Occasional Paper Series

The Laboratory publishes from time to time "occasional papers" that address issues relating to children who, for a variety of reasons, do not benefit from conventional schooling practices in the metropolitan Pacific Southwest. Inquiries are welcome; address them to E. Joseph Schneider, deputy executive director, who edits the series.

Assessing Alcohol Availability In Your Community

Procedures Manual

David L. Ditman, Jordan E. Horowitz, and Jill L. English
Southwest Regional Laboratory

1994

This publication was prepared by Southwest Regional Laboratory (SWRL), with funding provided by the U.S. Department of Health and Human Services, Center for Substance Abuse Prevention through grant number 2 H86 SP03073-04. The opinions and recommendations expressed herein are the views of the authors and do not necessarily reflect the official position of the funding agency. For information about obtaining additional copies of this manual, direct inquiries to:

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ABSTRACT

As part of a high-risk youth grant from the U.S. Department of Health and Human Services, Center for Substance Abuse Prevention, the Southwest Regional Laboratory (SWRL) developed and implemented a survey of alcohol sales establishments. The purpose of the survey was to assess the availability of alcohol in the community and changes in availability over time that may have an impact on findings related to project activities and services provided to the target population. This survey was so successful in informing project staff, community leaders, and local policymakers regarding the availability of alcohol that we thought the process and instrument might be useful to other communities. This document presents the rationale for conducting the survey; methods for designing a survey instrument, selecting a sample, and collecting data; and suggestions for reporting results. A sample instrument and report also are provided.

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INTRODUCTION

The Center for Substance Abuse Prevention (CSAP) provided the Southwest Regional Laboratory (SWRL) with a grant to develop, implement, and evaluate Growing Up Well, a comprehensive, multilevel prevention model for elementary school students, grades K-6, many of whom are at high risk for alcohol and other drug (AOD) use. Growing Up Well was a five-year cooperative project of SWRL, the South Bay Juvenile Diversion Project, and the Redondo Beach (CA) Unified School District, Redondo Beach. As part of this project, an annual survey of local alcohol sales establishments was conducted to determine the community context in which Growing Up Well was operating).[1] This activity was so successful in providing project staff, community leaders, and local policymakers with previously unquantified information that we thought the process and instrument might be useful to other local AOD abuse prevention projects. To that end, the procedures and instrument we used are provided in this document to assist others in assessing their community's alcohol sales establishments.

PURPOSE OF THE SURVEY

The *Survey of Alcohol Sales Establishments* is intended to assess the influence of alcohol availability on alcohol use among youth in any given community. From the survey results, implications can be made about the impact that alcohol sales establishments have relative to any prevention efforts, or lack thereof, that might exist in a particular community. Surveys should be conducted annually, and from the data collected, comparisons can be made across annual survey findings to see if any changes are occurring related to alcohol availability.

SURVEY RESEARCH: A GENERAL OVERVIEW

Provided certain guidelines are followed, survey research is a scientific process. Survey research is considered to be one of the best methods available to the social scientist interested in collecting original data in order to describe a population too large to observe directly. It becomes an efficient means of gathering information about a particular topic or phenomenon because you are collecting data on a sample of the population. By virtue of following the scientific protocol for conducting survey research, your sample is said to be representative of the larger population from which it was drawn. As a result, the findings based on the data from your sample are considered to be indicative of the

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[1] Ditman, D. L., Horowitz, J. E., & English, J. L. (1991). Controlling alcohol availability to youth: A survey of alcohol sales establishments. *Sociological Practice Review*, 2(4), 281-286.

larger population. In other words, your results can be generalized to describe the larger population.

SURVEY PROCEDURES

This section discusses various survey procedures. Subsections include planning and conducting surveys, selecting samples, and selecting and training interviewiers, among others.

Planning and Conducting Your Survey

When planning and conducting your survey, you should:

1. Learn about the community you will survey.
2. Decide what you want to find out through your survey.
3. Write questions that will yield the information you want.

Appendix A includes a sample survey instrument that has been used to conduct alcohol availability surveys. This survey instrument has been tested, revised, and modified over the course of several administrations. You may copy this survey instrument for your own use, modify it, or use it as a starting point for designing your own survey instrument. If you elect to make modifications or construct a different survey instrument, please consider the following.

With any type of assessment or survey research, it is important, first, to establish guidelines that will direct your research project. Conducting a survey requires more thought and effort than simply compiling a series of interesting questions. To begin, it is important to know details about the community that you are planning to survey. Every community has established rules, regulations, patterns, and norms with respect to alcohol availability. Your job is to identify these norms and assess what types of messages (implicit and explicit) are being sent to the citizens in the community. Also, you will want to consider how these norms might function to encourage or discourage particular behaviors related to the sale and use of alcohol. Be aware of police activity that may have taken place, or is about to take place, with respect to alcohol sales establishments. Find out if there have been any sting operations that uncovered establishments selling alcohol to minors. Gain a sense of where alcohol sales establishments are located. Are they close to schools or other locations where youth congregate? Consider the types of problems that have surfaced in your community related to alcohol and how these problems have been handled. How well do schools and other community agencies work together on

alcohol-related issues? In general, get a sense of your community's norms in terms of alcohol use and its availability.

After you have a sense of your community, your next step is to formulate clear objectives that will be used to guide the development of your questionnaire. Once you have outlined your objectives, the questions you devise for your survey instrument need to meet your specific objectives. For example, if your objective is to measure the availability of alcohol in your community, questions that need to be developed might include:

1. How many alcohol sales establishments are in this community?

2. What are the various types of alcohol sales establishments and how many of each type exist?

3. Can customers buy single cans and bottles of alcoholic beverages rather than purchasing an entire six-pack?

4. What types of drink deals are offered in bars and restaurants?

In your survey, you might want to assess the extent to which nonalcoholic beverages are made available in your community. Questions that would address this objective might be:

1. Are drink deals offered for nonalcoholic beverages in bars and restaurants?

2. How do the prices for nonalcoholic beverages compare to alcoholic beverages?

Clearly defining your objectives will prevent you from including questions that have little or nothing to do with your main purpose. Also, this will help to keep the survey short and to the point.

Once you have generated a list of potential questions that meet your specific objectives, you can begin to select the ones you believe are most appropriate for your survey instrument. Work to keep your survey instrument succinct and questions clear. Be wary of questions that are redundant. After you have drafted your preliminary survey instrument, you will need to pilot-test it. This means testing it out on others to see if the questions are, in fact, clear and not misleading. Expect to make

several revisions. After you are certain the questions are easily understood, it is time to pilot your questionnaire among actual alcohol sales establishments. When piloting your questionnaire, let the respondents know that you need their honest input in order to make improvements for the final survey.

Deciding Which Establishments To Survey

In deciding which establishment to survey, you must:

- identify relevant kinds of alcohol sales establishments;
- list all establishments in the community that meet the criteria; and
- number every establishment on your list that meets the criteria.

Begin by establishing criteria for selecting the types of alcohol sales establishments that are meaningful to include in the survey (e.g., establishments that realistically are accessible by minors). Private clubs, for example, probably should be excluded because they are inaccessible to the general public and minors not accompanied by an adult.

Contact your state's Department of Alcoholic Beverage Control (ABC) and request a current list of retail licenses for the municipality you wish to survey. There is a fee for this service. Appendix B includes a sample letter for requesting this information. Once you have received the list of retail licenses, check to see which establishments meet your criteria for inclusion and draw a line through any that are not to be surveyed. The remaining establishments are relevant to your survey.

Total the number of relevant establishments by numbering each establishment in the order that they appear on your list. It is very important to start at the beginning and number the first establishment you are including in your survey #1.

Continue writing numbers along side each establishment until you've reached the end of your list. Remember not to give a number to any establishment that you previously drew a line through because this establishment did not meet your criteria for inclusion.

Selecting Your Sample: A General Overview

Selecting a sample is a critical step in survey research. Unless there are few establishments on your list, you won't be surveying every alcohol sales establishment, but you want to be sure that every kind of establishment is represented in your survey. It is important that you adhere to the steps outlined in this manual to

ensure that the sample you obtain is large and varied enough to be representative. By using a systematic approach when selecting your sample, you are eliminating bias: In effect, you are giving every alcohol sales establishment that meets your criteria an equal probability of being selected.

Determining the Size of Your Sample

The size of your sample is dependent upon the size of the population from which your sample is drawn. Once you know the total number of alcohol sales establishments in your community that meet your criteria for inclusion, you can determine the size your sample must be to ensure generalizability of your findings. Table 1[2] shows you how many establishments you need to survey, based on the total number of relevant alcohol sales establishments in your community.

1. From the chart in Table 1, scan the column under the heading *N* and find the number that best approximates the total number of relevant alcohol sales establishments (i.e., the establishments that met your criteria for inclusion). Always round up to the largest value listed under the *N* column.

Example:

If your total number of alcohol sales establishments is 96, you will find that Table 1 does not have this value listed under the *N* column. In cases like this, you should always round up to the greater number listed in the *N* column. Therefore, 96 should be rounded up to 100.

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[2] Krejcie, R.V., & Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30*, 607-610.

Table 1

Determining Needed Size S of a Randomly Chosen Sample From a Given Finite Population of N Cases Such That the Sample Proportion p Will Be Within ± .05 of the Population Proportion P With a 95% Level of Confidence

Population size (*N*)	Sample size (*S*)	Population size (*N*)	Sample size (*S*)	Population size (*N*)	Sample size (*S*)
10	10	220	140	1,200	291
15	14	230	144	1,300	297
20	19	240	148	1,400	302
25	24	250	152	1,500	306
30	28	260	155	1,600	310
35	32	270	159	1,700	313
40	36	280	162	1,800	317
45	40	290	165	1,900	320
50	44	300	169	2,000	322
55	48	320	175	2,200	327
60	52	340	181	2,400	331
65	56	360	186	2,600	335
70	59	380	191	2,800	338
75	63	400	196	3,000	341
80	66	420	201	3,500	346
85	70	440	205	4,000	351
90	73	460	210	4,500	354
95	76	480	214	5,000	357
100	80	500	217	6,000	361
110	86	550	226	7,000	364
120	92	600	234	8,000	367
130	97	650	242	9,000	368
140	103	700	248	10,000	370
150	108	750	254	15,000	375
160	113	800	260	20,000	377
170	118	850	265	30,000	379
180	123	900	269	40,000	380
190	127	950	274	50,000	381
200	132	1,000	278	75,000	382
210	136	1,100	285	100,000	384

2. Look at the adjacent column of numbers to the right of this number. The corresponding number under the *S* heading will indicate the number of completed surveys you will need to obtain. This number is called your sample size.

Example:

If the total number of establishments that meet your criteria for inclusion equals 100 (find this number under the *N* column of numbers in Table 1), then the corresponding number in the *S* column is 80, which is your sample size.

Adjusting Your Sample Size To Allow for Refusals

Once you have determined your sample size, you will need to increase this number by 6% to adjust for refusals and establishments that may be no longer in operation.

3. Simply multiply your sample size by .06.

4. Add the resulting number to the original sample size. The adjusted sample size determines how many establishments you will need to visit.

Example:

In our example, the sample size is 80. Multiplying 80 by .06 equals 4.8 or roughly 5. Adding 5 to 80 gives you an adjusted sample size of 85. In this example, 85 establishments will need to be surveyed. In other words, to successfully complete 80 surveys, you will need to visit at least 85 establishments to compensate for refusals and establishments that may be out of business.

Randomly Selecting the Alcohol Sales Establishments You Will Survey

As previously mentioned, systematically selecting alcohol sales establishments to include in your sample will eliminate selection bias and ensure that your sample represents the community at large. To begin the process of selecting the establishments to include in your sample, you will need to determine your *sampling ratio*, which is the proportion of alcohol sales establishments in your community that are selected to be in your sample.

The sampling ratio that follows determines the rate at which you select establishments from your list:

1. Calculate the sampling ratio using the following formula: (adjusted sample size) divided by (the total number of relevant establishments).

Example:

(85) divided by (100) = .85 or .9, when rounded to the nearest 10th. In this example, 9 out of every 10 establishments on the list will be selected to be surveyed, or 1 out of every 10 establishments will be eliminated.

Before you can put your sampling ratio (adjusted sample size divided by the total number of relevant establishments) to use, you must first randomly select a starting point on your list. You can do this by drawing a number between 1 and 10 out of a hat.

2. Select a random starting place on your list of establishments by randomly drawing a number between 1 and 10.

Example:

Let's say that the number drawn was 7. Go to your list of establishments and find the establishment enumerated with the number 7. In the previous example, the sampling ratio was calculated as .9. Starting with the 7th establishment, count down your list using your sampling ratio to include 9 establishments out of every 10 establishments. In other words, you are simply eliminating every 10th establishment on your list. Continue counting in this manner until you have reached the end of your list. Those establishments that were selected will be surveyed; those that were eliminated will be skipped.

If your adjusted sample size does not match the total number of establishments determined to be included in your sample, you will need to double-check your work. You may wish to start over with the section titled, Selecting your Sample: A General Overview.

Deciding When To Conduct the Survey

It is important to consider the time of year, day of the week, and time of day when you conduct your survey. Be aware of how the information you are gathering about alcohol sales establishments might be influenced by holidays and weekends. Consider when establishments are going to be busiest and avoid trying to conduct surveys during these times. Overall, try to be consistent about conducting your surveys on days and at times that are qualitatively similar (i.e., weekdays that are not close to any particular holiday).

Determine approximately how many surveys you can complete in a day, and then calculate how many days of surveying you will need to reach your total. With this information, you can set up a timeline that is useful for monitoring progress.

Selecting and Training Interviewers

Before conducting surveys, consideration needs to be given to selecting and training interviewers. Respondents tend to be more cooperative when they perceive interviewers as somewhat similar to themselves and are nonthreatening. For these reasons, having graduate or college students conduct the surveys is suggested. Interviewers should present themselves in a casual manner to avoid appearing too scientific and official. Introductions need to be simple, short, and to the point. Interviewers need to practice their introductions and familiarize themselves with the survey questions. Having interviewers role play before actually conducting the surveys is recommended. Practice sessions are imperative. If the interviewer is at ease and fluent with his/her dialogue, respondents will tend to be less skeptical and feel more comfortable completing the survey.

Here is an example of an introduction for conducting surveys:

"Hi, my name is (your name), and I'm a student working on a survey project. I'm interested in learning more about what the norms are with respect to the availability of alcohol in our community and how these norms might be changing from year to year. I have a brief survey that takes about two minutes to complete and I would really appreciate your help."

Inform your respondents that the information they are providing is confidential. That is, no one will be able to link their establishment with the responses that are reported. You are responsible for making sure this is the case.

Be prepared to have answers to a variety of questions and statements such as:

1. Who is sponsoring or funding this research?

2. What is this information going to be used for?

3. I don't think I can help you with your survey.

4. I'm not sure I have enough information to be of much help.

5. I don't have enough time.

6. Do you have some sort of identification?

In general, you will need to be comfortable adapting your approach as you encounter different types of individuals and circumstances. Most people are willing to help out and enjoy being part of a survey research project, especially when it is quick and easy. If people refuse to participate, you can usually collect most of your data by walking around the alcohol sales establishment and collecting information by inspection. For example, if two interviewers are conducting the survey, one interviewer can be taking visual notes, such as noticing whether warning signs are posted, while the other interviewer can be asking questions to get information that can only be obtained by asking specific questions of an employee. Also, feel free to jot down additional notes on your survey form based upon your field experiences and observations.

PRESENTING YOUR FINDINGS: GENERAL ISSUES

As a result of gathering information, you will be able to translate what you have found into an action plan. To do so, it is essential to report findings clearly and concisely.

Initially, three questions must be asked in planning your report:

1. Who is the audience?

2. What information will best describe the situation?

3. How is this information best presented?

Before beginning your report, take some time to consider who will be reading it. It is likely that the audience for your report will be members of your community. This includes people with a general interest in what is going on, and also people who may use the report to effect change.

For example, the results of our survey were presented to a local coalition for AOD-free youth. The chief of police was in the audience and was struck by our findings that only a small proportion of establishments had a written alcohol sales policy. Along with the coalition, he wrote and published a pamphlet for small business owners that presented the regulations for alcohol sales in California and included a sample alcohol sales policy.

Deciding what information will best describe the situation in your community is challenging. Your survey should be simple and direct enough to report your findings. Some other interesting points to look for in your data are differences in findings among the types of establishments, and between alcoholic and nonalcoholic beverages, and practices that violate the law or local ordinances.

How you present your findings will influence the extent to which your report is read and used. A long and unbroken narrative will be boring and is likely to lack the impact you want. Liberal use of charts, graphs, and tables makes for a more interesting report.

Keep your charts and graphs simple. Complicated and elaborate charts obscure the points you are trying to make. In addition to presenting what you found, it is recommended that you interpret the implications of your findings in light of what you know about your community.

What To Report

It is important to provide your readers with some background on your survey. Providing a context for what you are doing will help your readers understand your results. Refer to Appendix C for an example of a written report.

Present a rationale for the questions you ask and a general description of what you hope the survey will accomplish. You should provide details regarding when the survey was conducted, who actually collected the information, some of the obstacles faced, and how these obstacles were resolved.

Describe how you selected the establishments that you surveyed and the number of establishments in your sample. Also report the number of establishments that were not in your sample, and whether they were not selected by you or refused to participate after you contacted them.

The type of information collected in this survey does not lend itself to complicated statistical analyses. This is purely descriptive information. For most of the data, the first step is to simply tally the responses (e.g., the number of alcohol sales establishments with and without a written alcohol sales policy).

These simple descriptions often are extremely important in illustrating the current state of affairs in your community.

For some information, it is appropriate to calculate an average. Cost data fall into this category. For example, you might want to report the average cost of a beer in your community. To calculate an average, add up the data for all items and then divide by the number of items included in your calculation (see Table 2).

Table 2
Example of Calculating an Average To Achieve Cost Data

Establishment	Cost ($)
A	1.40
B	1.30
C	Missing
D	1.00
E	1.24
Total	4.94
Average (divided by 4)	1.24

When you have missing data, as in this example, it is important to note in your results that the information is being presented on an incomplete sample.

Comparing groups can be another source of important information. As noted previously, simply comparing the numbers you tally will provide the information you need. Most of this information is not at a level appropriate for statistical tests. Furthermore, statistical tests of significance are not necessarily as relevant as the practical significance of your findings.

You might want to compare bars and restaurants with establishments that do not allow drinking on the premises, such as supermarkets, liquor stores, and convenience marts to see if differences are apparent with respect to a variety of factors (e.g., the posting of warning signs, written policies for the sale of

alcohol). If your community has distinct geographic areas, it may be interesting to compare them. You might also want to compare different types of beverages such as beer, wine coolers, and soda. We found some interesting comparisons between establishments with *happy hours* and those without.

Feedback and Revisions

You will be familiar with your data and know what you intend to say with your report. It will be difficult for you to judge whether your findings are easily understood. Give a draft copy of your report to a few other people for feedback.

If your readers do not understand what you are trying to say, it is best to assume there is something wrong with your report and not with your readers. After you revise your report, give it to both the first group and some new readers for feedback.

Findings And Implications

As noted above, you will want to present what you found and interpret your findings in light of what you know about your community.

When interpreting your findings, do not overstate them. For example, imagine that in the first year of your survey you find that, of three specialty stores in your community, one has an alcohol sales policy and in the second year two of them do. Reporting a *50% increase in the number of specialty stores with an alcohol sales policy* overstates the finding. It is more appropriate, though no less true, to simply report the actual numbers.

You will want to provide your readers with some possible explanations for what you found. Why your findings look the way they do and what they mean for your community are important pieces of information for developing an action plan to address issues of concern.

The reasons behind what you found should be based on fact. As researchers, we must beware of using our findings to support a personal crusade or agenda. There are likely to be groups in your community that will attempt to use your information to further their own causes.

You will be held accountable for what you state in your report, not how others interpret your statements. As with the findings themselves, do not overstate your interpretations of what you found. Also, do not make large leaps of logic. Do not attempt to connect unrelated events or themes that are not demonstrated to be related to each other.

Graphic Presentation

As a general rule, keep your charts simple. Avoid elaborate patterns, and do not present too much information on a single chart.

Figure 1 is clear and easy to read. The patterns are distinct from each other, without being distracting; the labels are legible, and comparisons are obvious.

Although Figure 2 contains the same information as Figure 1, it has many unnecessary design elements that detract from its clarity and make it difficult to understand.

Figure 1
Example of Good Chart Presentation

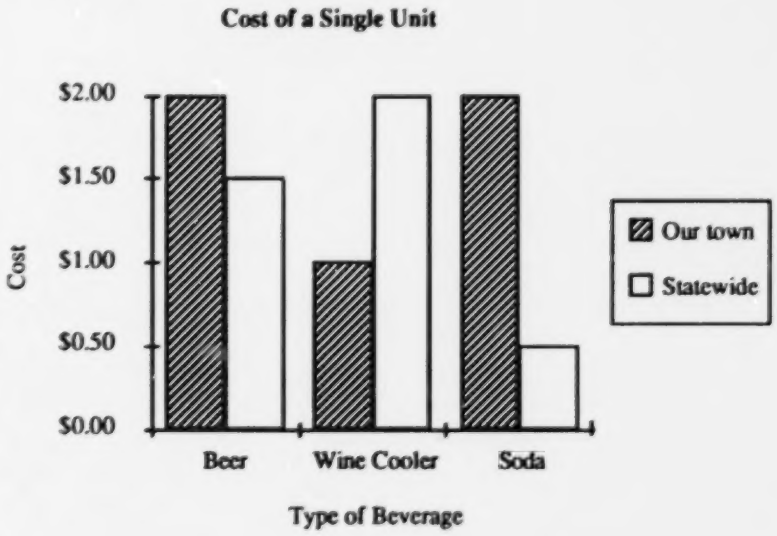
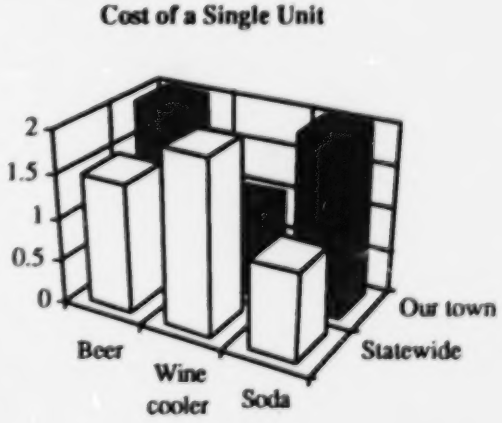


Figure 2
Example of Poor Chart Presentation

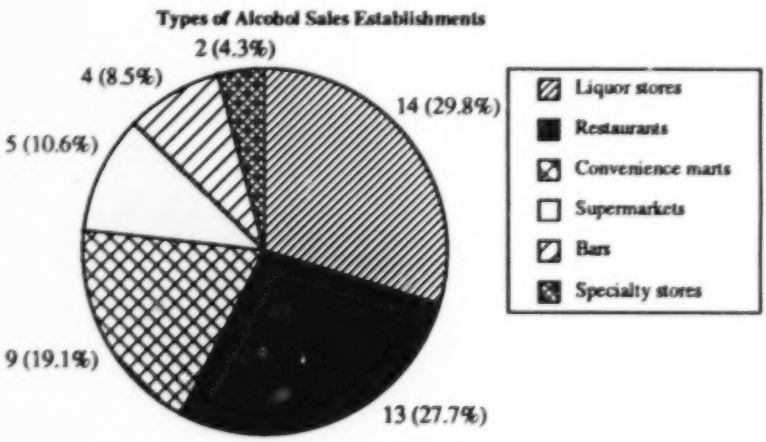


Types of Charts

Different types of charts have specific uses and functions. The type of chart to use depends on the kind of information you want to present.

Pie charts. Pie charts are best used when your entire sample has been cut into nonoverlapping categories. For example, the types of establishments you surveyed can be illustrated with a pie chart because each establishment falls into only one category (see Figure 3).

Figure 3
Example of Pie Chart



Bar charts. Many people find bar charts (sometimes called column charts) easier to interpret than pie charts. They are useful when you want to illustrate comparisons. Comparisons may be among groups, such as establishments:

Figure 4
Example of Bar Chart

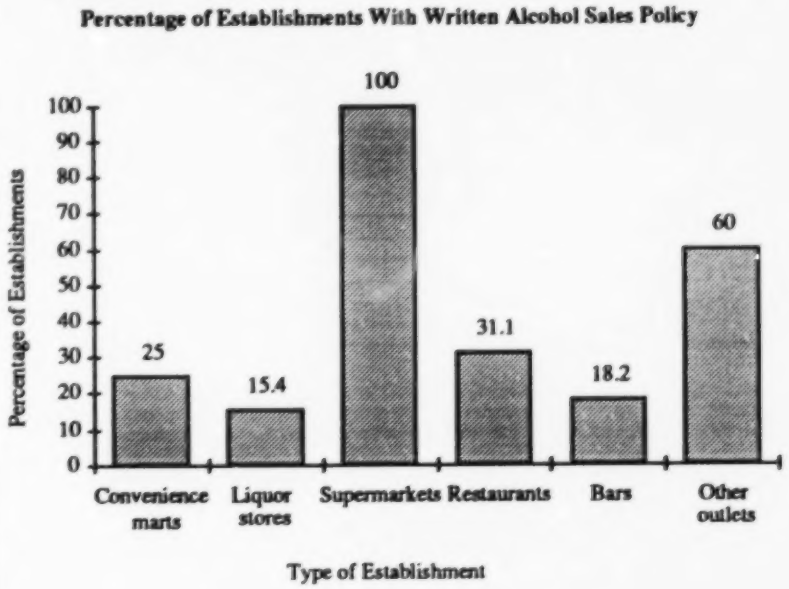


Figure 5
Example of Comparisons Among Types of Beverages (i.e., the Relative Cost of a Beer, Wine Cooler, and Soda)

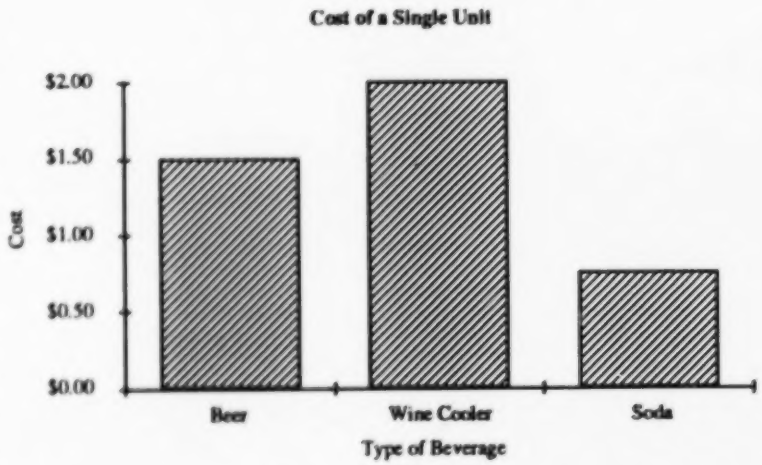
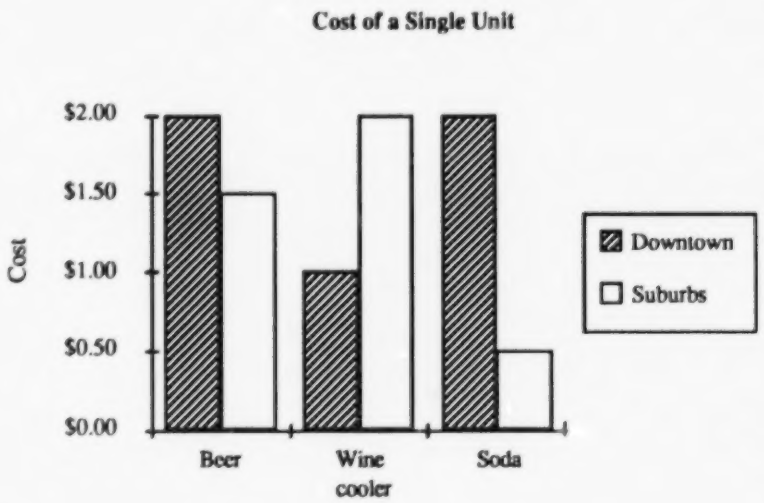
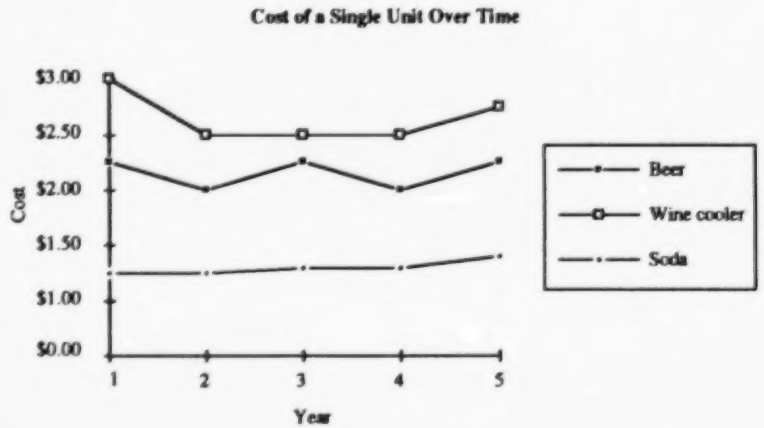


Figure 6
Example of Comparisons Across Different Areas of the Community (i.e., Downtown and Suburbs)



Line charts. Line charts are best used for representing trends over time. For example, if you conduct your survey each year for five years, you might want to use a line chart to illustrate the change in the costs of a beer, wine cooler, and soda.

Figure 7
Example of Line Chart



Appendix A
Sample Survey

Growing Up Well

Survey of Alcohol Sales Establishments

•ID number _____

•Name: _____

•Address: _____

_____

•Day: _____ •Date: _____

•Time: _____ ____ a.m. ____ p.m.

•Type:
- ☐ convenience mart *(1)*
- ☐ liquor store *(2)*
- ☐ supermarket *(3)*
- ☐ restaurant *(4)*
- ☐ bar *(5)*
- ☐ other *(6)* specify: _____

•Pregnancy warning sign posted:
- ☐ No *(Ø)*
- ☐ Yes *(1)* location: _____

•Sales to minors warning posted:
- ☐ No *(Ø)*
- ☐ Yes *(1)* location: _____

•Anyone asked for identification while present?
- ☐ No *(Ø)*
- ☐ Yes *(1)*
- ☐ No one entered store *(8)*

•Age of clerk: _____

•If minor, anyone over 21 in store?
- ☐ No *(Ø)*
- ☐ Yes *(1)*

•Is there a written policy regarding alcohol sales? ❑ No *(Ø)* ❑ Yes *(1)* ❑ Don't know *(8)*

•If **Yes**, is it given to all clerks? ❑ No *(Ø)* ❑ Yes *(1)*

•Is there alcohol industry sponsored advertising visible to:

passers by ❑ No *(Ø)* ❑ Yes *(1)*

patrons inside the establishment ❑ No *(Ø)* ❑ Yes *(1)*

Store only

•Price of six pack of cola (cans): $ __ . ____

•Are singles sold: ❑ No *(Ø)*

❑ Yes *(1)* •Single price: $ __ . ____

•Price of six pack of beer (cans): $ __ . ____

•Are singles sold: ❑ No *(Ø)*

❑ Yes *(1)* •Single price: $ __ . ____

•Price of four pack of wine coolers: $ __ . ____

•Are singles sold: ❑ No *(Ø)*

❑ Yes *(1)* •Single price: $ __ . ____

•Coolers located with: ❑ alcoholic beverages *(Ø)*

❑ *other (1)* location: _____

Restaurant/Bar only

•Price of a cola: $ __ . ____

•Price of a beer (draft): $ __ . ____

•Price of a beer (bottle): $ __ . ____

•Price of a glass of wine: $ __ . ____

•Is there a "Happy Hour"? ❑ No *(Ø)* ❑ Yes *(1)*

•If **Yes**, hours: _____ to _____

•If **Yes**, are there drink deals? ❑ No *(Ø)* ❑ Yes *(1)*

•If **Yes**, is there free food? ❑ No *(Ø)* ❑ Yes *(1)*

Appendix B
Sample Letter, State Agency Request

July 8, 1992

Department of Alcoholic Beverage Control
1901 Broadway
Sacramento, CA 95818

To whom it may concern:

I am requesting a current list of all alcohol sales establishments for the city of XXXXXXX, California. **Please sort the list, in order, by type of alcohol sales establishment.** Also, could you include the list of violations for XXXXXXX. Enclosed is a check for $25.00 for your services.

Thank you for your assistance.

Sincerely,

David Ditman
Research Assistant

Appendix C
Alcohol Availability Report

Growing Up Well
Survey of Alcohol Sales Establishments
Third Year Report

David L. Ditman, Research Assistant

Jordan E. Morowitz, Project Evaluator

Jill L. English, Project Director

September 1993

This publication was prepared by Southwest Regional Laboratory (SWRL), with funding provided by the US. Department of Health and Human Services, Center for Substance Abuse Prevention through grant number 2 H86 SP03073-04. The opinions and recommendations expressed herein are the views of the authors and do not necessarily reflect the official position of the funding agency. For information about obtaining additional copies of this report, direct inquiries to:

Southwest Regional Laboratory
4665 Lampson Avenue
Los Alamitos, CA 90720
(310) 598-7661

Growing Up Well

Survey of Alcohol Sales Establishments

Background

Growing Up Well is a five year cooperative project of the Southwest Regional Laboratory, the South Bay Juvenile Diversion Project, and the Redondo Beach City School District, Redondo Beach, CA. The project, funded by the Center for Substance Abuse Prevention (CSAP), is a comprehensive, multi-level prevention model for elementary school students, grades K-6, many of whom are at high risk for the use of alcohol and other drugs. *Growing Up Well* will increase the availability and accessibility of effective primary prevention services for high-risk youth. The project consists of five components: (a) a comprehensive health education curriculum, (b) a student assistance program, (c) a community-based counseling service, (d) a parent education program, and (e) a school/community/law enforcement partnership. Through *Growing Up Well*, SWRL will demonstrate the effectiveness of expanding primary prevention efforts beyond curriculum to include support services for students and parents.

Purpose of the Survey

The survey of alcohol sales establishments in Redondo Beach is intended to assess one major environmental factor influencing alcohol use among youth that might exist over the course of the five year Project. From the survey results, implications can be made about the impact that alcohol sales establishments have relative to the prevention efforts of *Growing Up Well*. Surveys will be conducted each year and from the data collected, comparisons can be made across annual survey findings to see if any changes or patterns are occurring.

Survey Procedures

A brief face-to-face interview was conducted at a variety of alcohol sales establishments including but not limited to: (a) convenience marts, (b) liquor stores, (c) supermarkets, (d) restaurants, and (e) bars. Surveys were conducted with either an employee, a manager or an owner.

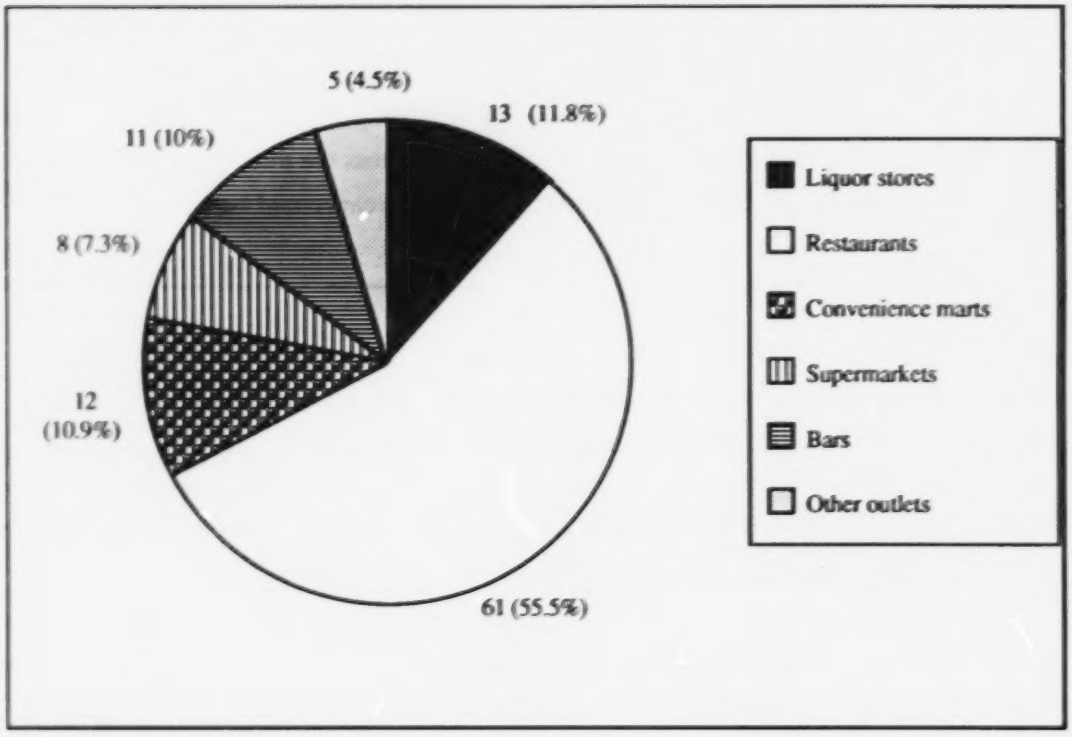
Upon entering each establishment, the surveyors would identify themselves as graduate students collecting data for a research project and request their assistance completing a brief survey. Respondents were assured that all information they provided would be kept confidential and that information would be reported on the aggregate level only. The surveyors were dressed in casual attire. The surveys were conducted on weekdays beginning Wednesday, July 21, and ending

Thursday, August 12, 1993. The alcohol sales establishments were randomly selected from a comprehensive list of licensed establishments for the city of Redondo Beach provided by the California Department of Alcoholic Beverage Control. The establishments included in the population were deemed accessible to minors and the general public. Private clubs and nightclubs were not sampled. A total of 110 completed surveys was obtained which provided a large enough sample for results to be generalized to the city of Redondo Beach at a 95% level of confidence. We over-sampled from the population allowing for a 6% refusal rate. In actuality, 5% of the establishments refused to participate. Most establishments were cooperative and pleasant to deal with; others were skeptical, resistant, and uncooperative. Highest resistance was encountered at bars and liquor stores. Businesses run by individuals with limited English speaking skills tended to be most skeptical and unfamiliar with participating in survey research. Ethnic and cultural differences were clearly a factor that contributed to the added skepticism and distrust displayed by particular respondents upon encountering a pair of Anglo survey researchers. More time was needed to establish rapport with these respondents. The survey for retail outlets consisted of 20 questions and the survey for bars and restaurants consisted of 18 questions (Appendix). To ensure comparability of the data, specific brand names were given to the surveyor to be used as the basis for collecting price information.

Findings and Implications

This section provides specific findings from the survey. The implications for each finding are also presented.

Type of establishment



Finding: A sample of 110 licensed alcohol sales establishments in Redondo Beach was drawn from a total of 157 alcohol establishments. These establishments met our criteria for accessibility to minors and the general public. Consequently, nightclubs, discos, and raves were not included in our sample. Six specific types of alcohol establishments were surveyed for this project: restaurants, bars, liquor stores, supermarkets, convenience marts, and specialty stores or other miscellaneous outlets.

Implication: The sample of alcohol sales establishments was randomly drawn and large enough to allow for generalizations to be made to the community-at-large.

Because this method of sampling is statistically representative of the entire city of Redondo Beach, comparisons from among this year's results and results obtained in subsequent years using the same sampling technique can be made to reveal any changes, trends or patterns that are occurring over time with respect to alcohol availability norms. This current year's survey is an improvement over the surveys conducted during the first two years of *Growing Up Well.* The surveys conducted the previous two years provided only a "snapshot" of the alcohol availability norms and patterns at the time the surveys were administered. Therefore, the results from the first two years' surveys were not generalizable to the community-at-large. Consequently, limited comparisons across the three years are made in this report, yet no trends comparing these three years could be inferred.

Sales of single units

Finding: All retail outlets that sold alcoholic beverages offered single bottles and/or cans for sale as well as multiple packs. One supermarket chain posted signs listing their prices for single bottles of wine coolers and single cans of beer among the alcoholic beverages. No establishments were observed promoting the sale of single beverages through the use of tubs or promotional containers filled with ice and stocked with single bottles or cans. This marketing technique was observed during the first two years of this survey project.

Implication: The sale of single units promotes the idea of portable drinking of alcoholic beverages. In addition, this enhances the ease of purchasing alcoholic beverages as the individual with limited funds can still purchase a bottle or two. In addition, single units are easier to shoplift than multiple packages. Restricting the availability of single units through city ordinance may help to reduce alcohol abuse in the community, including driving with open containers. The absence of enticing promotional tactics like the ice-filled containers stocked with singles "ready-to-go" suggests that techniques used to encourage portable drinking are less prevalent.

Price of alcoholic beverages

Finding: In general, alcohol sales establishments with higher prices for alcoholic beverages also had higher prices on non-alcoholic beverages. This same relationship among prices was observed among the previous years' samples as well. This year's survey results show that among the prices for single beverages, the price for a single wine cooler was not related to the prices for a single can of beer nor a single can of soda.

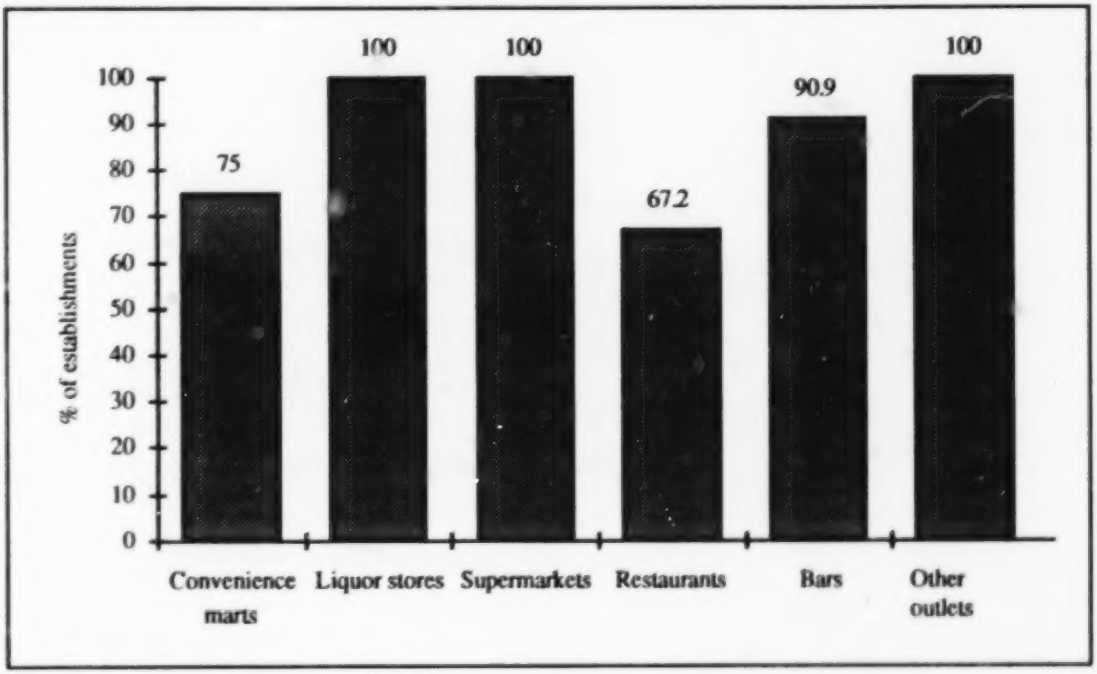
Implication: High priced non-alcoholic beverages are not being used to encourage alcohol consumption. However, there is also no incentive to purchase lower priced non-alcoholic beverages. Prices are either high overall or low overall with the exception of the prices for single wine coolers which fluctuated independently of single cans of beer and soda.

Location of alcoholic beverages

Finding: One supermarket positioned wine coolers both with alcoholic beverages and in another cooler with non-alcoholic beverages. In surveys conducted previously, two establishments were found to have placed wine coolers with non-alcoholic beverages.

Implication: Positioning wine coolers away from other alcoholic beverages reinforces the false idea that these are less intoxicating than beer or wine. This increases the likelihood that wine coolers are perceived as less harmful to youth who may drink them. Given that the number of sales establishments surveyed this year was over twice as large as the number surveyed in the previous two years, it is important to note that this year, only one establishment was found placing alcoholic beverages next to non-alcoholic beverages. From this year's data, the norm is very apparent; alcohol sales establishments in Redondo Beach are keeping alcoholic beverages separate from non-alcoholic beverages.

Pregnancy warning sign



Finding: The pregnancy warning sign[1] was posted in 78.2% of the alcohol sales establishments. This year, every liquor store, supermarket, and miscellaneous outlet was found to be in total compliance with the California state law requiring that alcohol sales establishments post the warning sign informing pregnant women about the risks of alcohol consumption. However, survey results from the previous two years indicated that not all liquor stores had this warning sign posted. Approximately 30% of the restaurants, 25% of the convenience marts, and 8% of the bars in Redondo Beach were found to have failed to post the pregnancy warning sign.

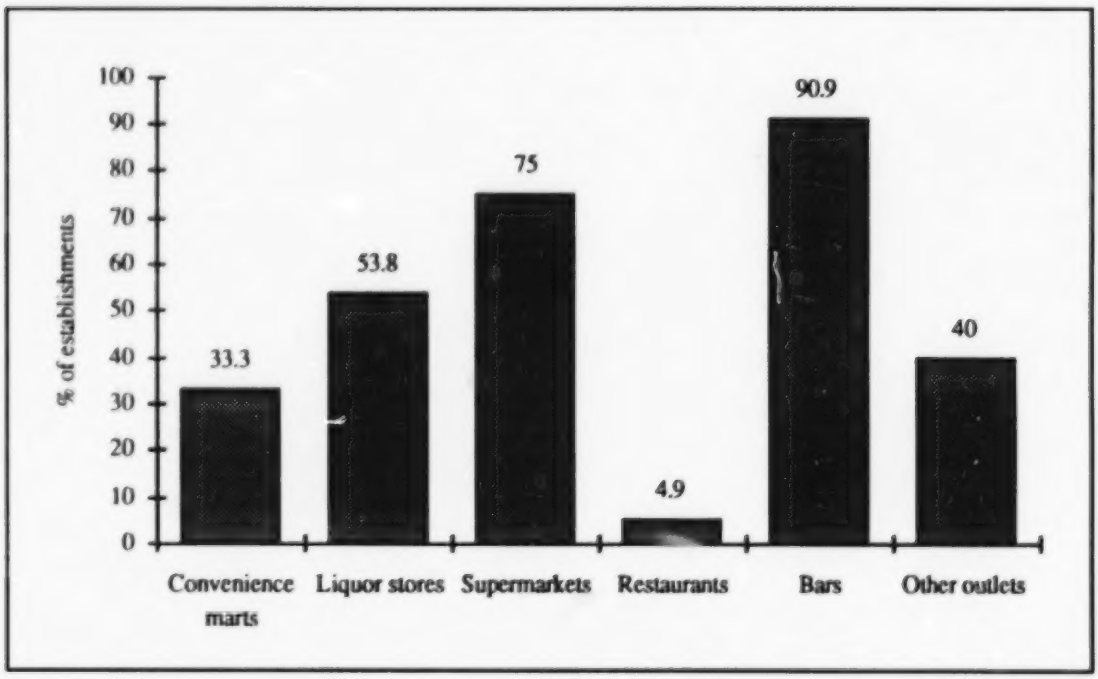
Implication: Liquor stores have improved with respect to the mandatory posting of the pregnancy warning sign. Restaurants, convenience marts, and bars still have room for improvement. It is not clear why liquor stores have shown improvements while other types of alcohol sales establishments have not. This disparity might be indicative of how closely certain types of alcohol sales establishments are being monitored by police and other watchdog groups in the

---

[1] In previous reports, the pregnancy warning sign had been identified as the Surgeon General's warning sign.

community. Although posting the pregnancy warning sign is required by California state law, specific types of alcohol sales establishments need to be brought into compliance. Failure to comply with this law may reflect a relaxed attitude toward alcohol sales, general public health issues, and the law itself.

Sales to minors warning



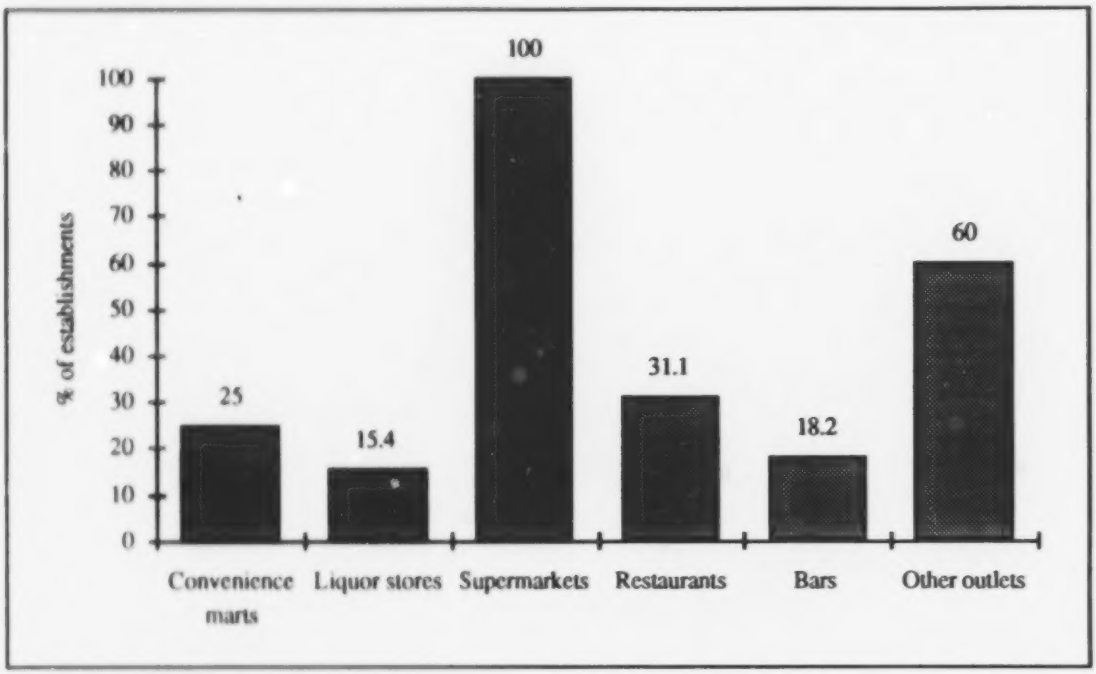
Finding: Overall, 67.3% of alcohol sales establishments posted warning signs regarding sales to minors. Restaurants, convenience marts, and liquor stores were least likely to post warnings. Even though findings from the first two years' surveys were not representative samples of the entire city of Redondo Beach, the same pattern was detected indicating that restaurants, convenience marts, and liquor stores were the three types of alcohol sales establishments with the poorest record of posting warning signs to minors. Bars were found to be the most likely to post sales to minors warning signs.

Implication: Since only one-third of all alcohol sales establishments posted warning signs regarding sales to minors, youth are not receiving strong or consistent messages from these establishments. Given that warning signs to minors are not required

by law to be posted, it is not surprising to find fewer warning signs posted to minors compared to the state mandated posting of the pregnancy warning sign. Obviously, legal mandates have an influence. Ironically, consumption of alcohol by a pregnant woman is understood as a health issue and while alcohol abuse does have serious health consequences for any individual, alcohol consumption by minors is probably not framed as a serious health issue and escapes any required product label or public warning sign informing consumers of the possible deleterious effects of alcohol. Having warning signs specifically for pregnant women and not for persons in general (minors included), implies that only pregnant women face severe enough consequences worthy of attention.

The finding that restaurants are by far the least likely to post any warning signs to minors has implications regarding alcohol availability norms. Since alcoholic beverages are often promoted by the server at the table in a restaurant setting, the social availability of alcohol is great. For example, alcoholic beverages are often suggestively sold in conjunction with a meal. Consequently, a restaurant is an important setting in which changes in social norms regarding the consumption of alcoholic beverages can be encouraged. Policies which encourage and promote responsible use of alcohol in a social atmosphere (such as restaurants), including posting sales to minors warnings, could be mandated at the city level.

Written policy

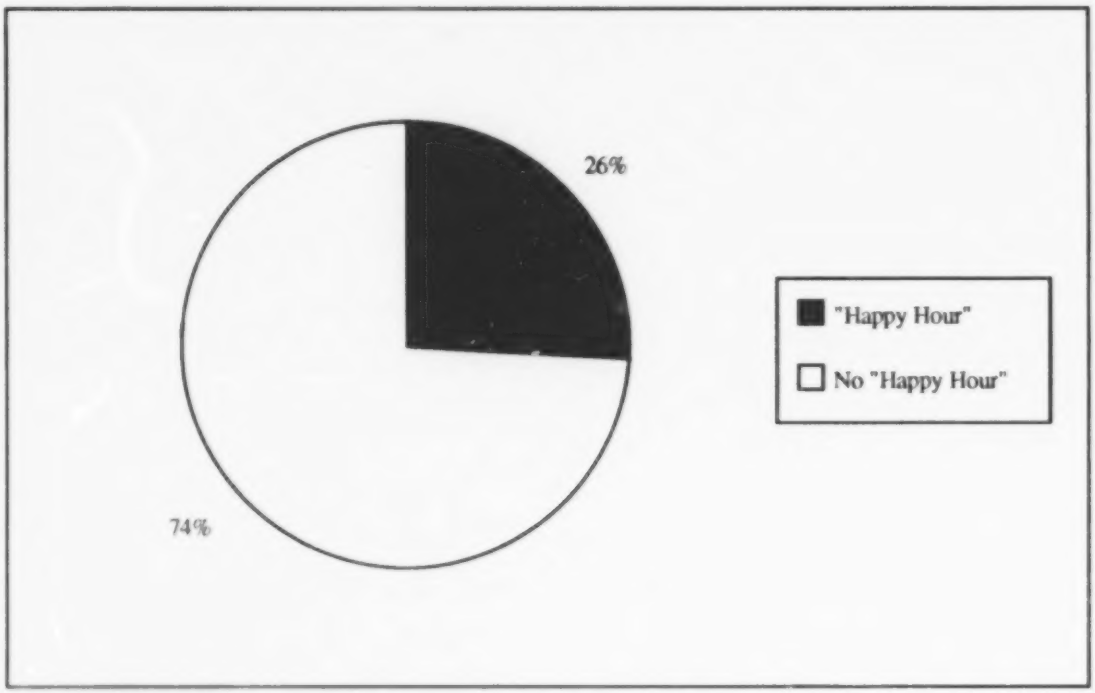


Finding: Approximately 34% of alcohol sales establishments have a written policy regarding the sale of alcohol. However, 6% of respondents did not know if such a policy existed and 55% claimed to have none. All supermarkets surveyed had a written policy. Every establishment with a written policy regarding the sale of alcohol gives it to their employees. Similar findings were obtained from the surveys conducted in both years one and two of the project.

Implication: With the exception of supermarkets, alcohol sales establishments could better utilize written policies dealing with the sale of alcohol for several reasons. A written policy promoting a philosophy of responsible use in general, and citing examples on how to responsibly handle the sale of alcohol in specific situations, could reduce the risk of a clerk making a poor decision with respect to the sale of alcohol. With a written policy in place an employee should have a clear understanding of their rights and responsibilities, as well. For example, employees need to know under what circumstances they could be held liable if they choose to sell alcohol to a minor or to an obviously intoxicated person. Procedures may include checking for proper identification and indications of intoxication. Written policies need to be thorough, as well as specific, to prevent

alcohol sales violations that could result in severe consequences for employees, employers, consumers, and citizens.

Happy hour



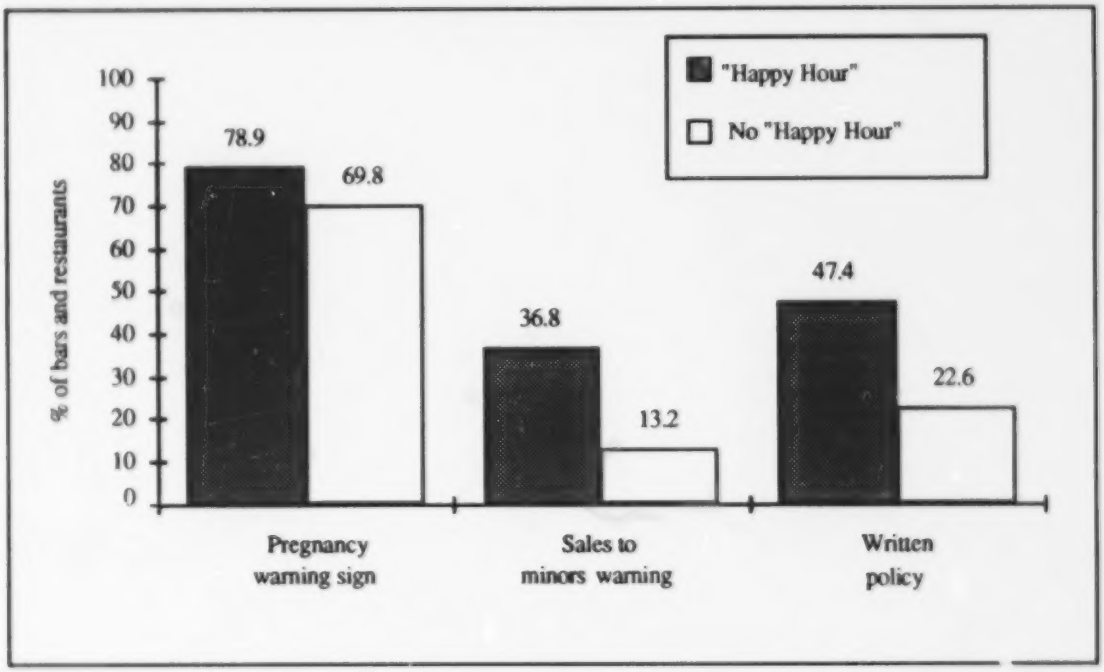
Finding: Only 26% of the bars and restaurants surveyed offered *Happy Hour* while 74% did not. The types of *Happy Hour* varied; all establishments offering *Happy Hour* had deals on drinks and one half of these establishments offered deals on food. Data from the previous years' surveys also showed that the majority of bars and restaurants did not offer *Happy Hours*.

In addition, the duration of *Happy Hour* varied from 1.5 hours up to 8 hours, with an average of 3.4 hours.

Implication: *Happy Hours* send a strong message regarding community social norms for alcohol use. Youth who see adults engaging in *Happy Hour* activities receive a number of messages that may support inappropriate alcohol consumption. For example, alcohol is promoted as an appropriate mechanism for relaxing or rewarding the end of a work day. In addition, alcohol is perceived as equivalent

to an enjoyable time. Furthermore, the issue of drinking and driving is especially acute during the evening rush hour.

Happy hour establishments and warnings/policy



Finding: Among alcohol sales establishments offering *Happy Hour*, the pregnancy warning sign was posted in 78.9% of these establishments. These same *Happy Hour* establishments posted warning signs to minors 36.8% of the time. Approximately 47% of the establishments offering *Happy Hour* stated that they had a written alcohol sales policy. In general, the alcohol sales establishments offering *Happy Hour* were more likely to post both warning signs and have a written alcohol sales policy than were the bars and restaurants that did not offer any type of *Happy Hour*. This pattern was also detected from the first two years' survey results.

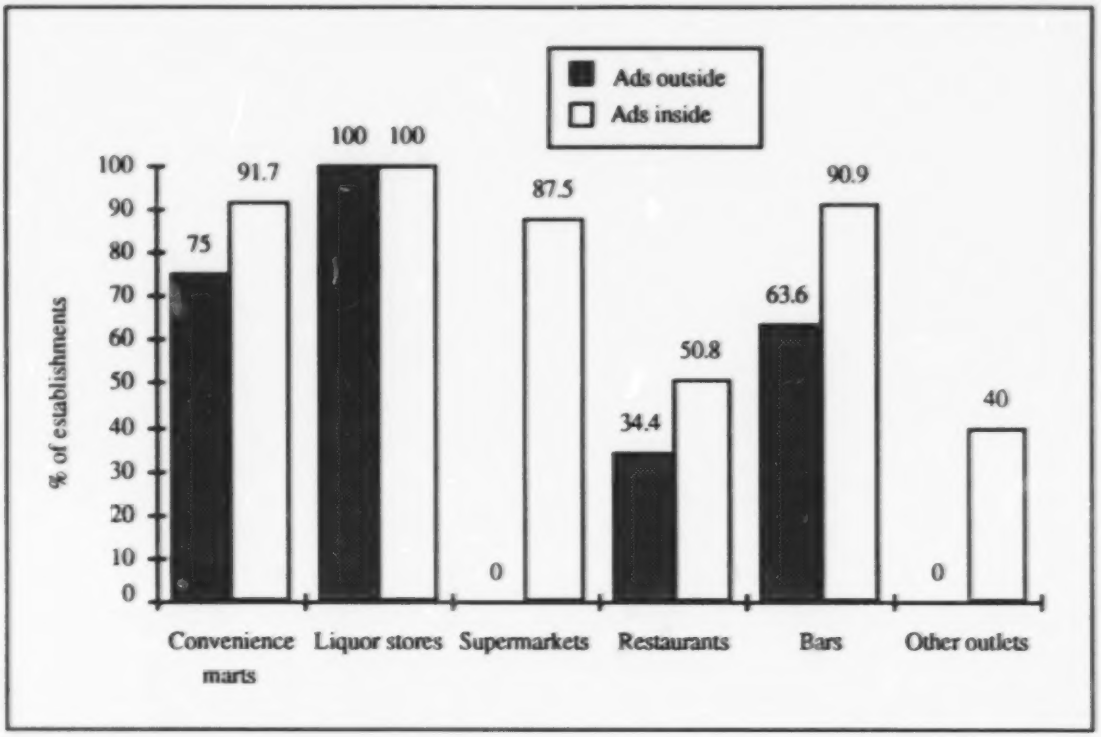
Implication: Alcohol sales establishments offering *Happy Hours* are more likely to implement measures that promote responsible use messages (e.g., warning signs, written alcohol sales policies). This may, in fact, be related to insurance requirements for these establishments. Whatever the motivation, these practices should be encouraged. Also, it appears that the concept of *Happy Hour* may include more

responsible alcohol use messages and methods. Providing deals on food instead of alcohol is a good example, and has been implemented in some establishments.

Extending the length of the *Happy Hour* may be advantageous for the establishments' business while at the same time allowing customers more time to consume their alcoholic beverages, dissuading them from rushing to obtain more drinks before *Happy Hour* is over. A longer *Happy Hour* still does not prevent the undisciplined drinker from drinking too quickly or too much. Therefore, if responsible use is to be encouraged, bartenders and servers need to take an active role to ensure that a customer is not over-indulging, and to promote the use of designated drivers and public transportation. Here again, an explicit written policy that details how bartenders and servers can promote responsible alcohol consumption becomes paramount.

Although innovative options that encourage more responsible use of alcohol are available for *Happy Hour* establishments, the term *Happy Hour* still conveys a "drink to feel good" message. Perhaps attempts to find a new term as a replacement would help to redefine the experience.

Advertisement by type of establishment



Finding: All alcohol sales establishments, except supermarkets and miscellaneous outlets, posted advertisements sponsored by specific alcoholic beverage companies which were visible to passers-by. Every liquor store surveyed posted ads , followed by convenience marts (75%), bars (63.6%), and restaurants (34.4%).

Advertisements sponsored by alcoholic beverage companies posted inside the alcohol sales establishment appeared in 87.5% of the supermarkets surveyed. Liquor stores posted these ads 100% of the time, bars 90.9%, convenience marts 91.7%, restaurants 50.8% and miscellaneous other outlets 40%.

Implication: Establishments that rely heavily on advertisements promoting a particular alcoholic beverage are those establishments most economically dependent upon the sales of such items. This reflects the extent to which the alcoholic beverage industry can influence these businesses through their marketing and advertising campaigns. Clearly, social norms are established through this medium and attention needs to be drawn to ads that promote alcohol use in ways that are dangerous, irresponsible, and misleading.

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Appendix

Growing Up Well

Survey of Alcohol Sales Establishments

•ID number _____

•Name: _____ _____

•Address: _____

_____

•Day: _____ •Date: _____

•Time: _____ ____ a.m. ____ p.m.

•Type:
- ☐ convenience mart *(1)*
- ☐ liquor store *(2)*
- ☐ supermarket *(3)*
- ☐ restaurant *(4)*
- ☐ bar *(5)*
- ☐ other *(6)* specify: _____

•Pregnancy warning sign posted:
- ☐ No *(Ø)*
- ☐ Yes *(1)* location: _____

•Sales to minors warning posted:
- ☐ No *(Ø)*
- ☐ Yes *(1)* location: _____

•Anyone asked for identification while present?
- ☐ No *(Ø)*
- ☐ Yes *(1)*
- ☐ No one entered store *(8)*

•Age of clerk: _____

•If minor, anyone over 21 in store?
- ☐ No *(Ø)*
- ☐ Yes *(1)*

•Is there a written policy regarding alcohol sales? ☐ No *(Ø)* ☐ Yes *(1)* ☐ Don't know *(8)*

•If **Yes**, is it given to all clerks? ☐ No *(Ø)* ☐ Yes *(1)*

•Is there alcohol industry sponsored advertising visible to:

passers by ☐ No *(Ø)* ☐ Yes *(1)*

patrons inside the establishment ☐ No *(Ø)* ☐ Yes *(1)*

Store only

•Price of six pack of cola (cans): $ __ . ____

•Are singles sold: ☐ No *(Ø)*

☐ Yes *(1)* •Single price: $ __ . ____

•Price of six pack of beer (cans): $ __ . ____

•Are singles sold: ☐ No *(Ø)*

☐ Yes *(1)* •Single price: $ __ . ____

•Price of four pack of wine coolers: $ __ . ____

•Are singles sold: ☐ No *(Ø)*

☐ Yes *(1)* •Single price: $ __ . ____

•Coolers located with: ☐ alcoholic beverages *(Ø)*

☐ *other (1)* location: _____

Restaurant/Bar only

•Price of a cola: $ __ . ____

•Price of a beer (draft): $ __ . ____

•Price of a beer (bottle): $ __ . ____

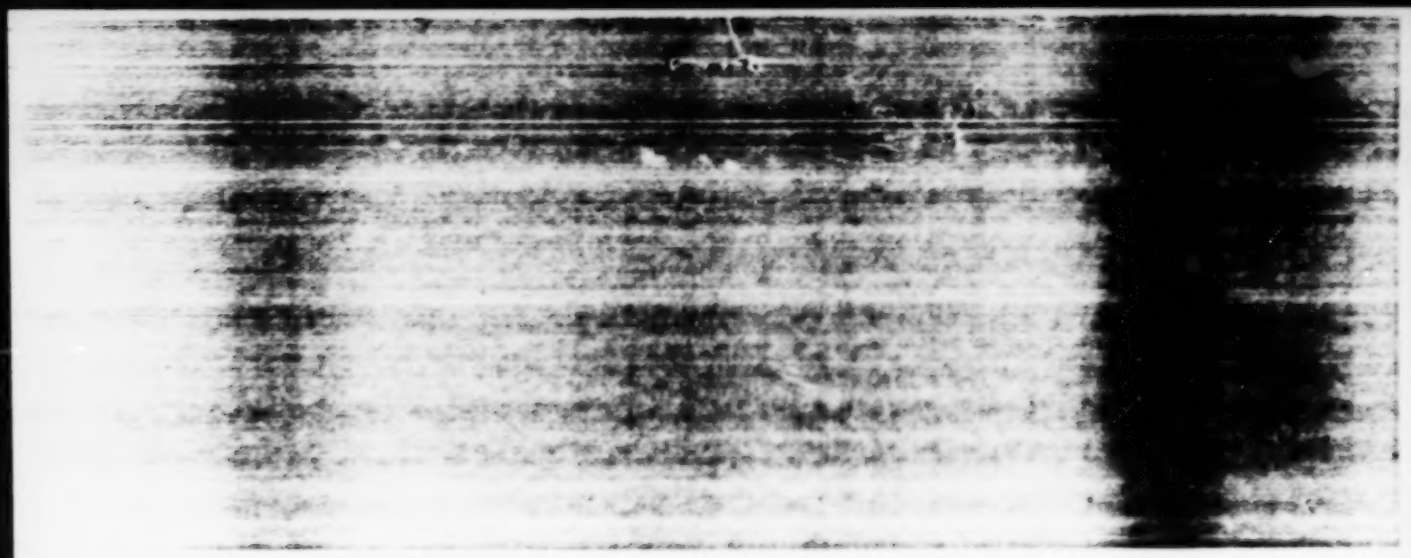
•Price of a glass of wine: $ __ . ____

•Is there a "Happy Hour"? ☐ No *(Ø)* ☐ Yes *(1)*

•If **Yes**, hours: _____ to _____

•If **Yes**, are there drink deals? ☐ No *(Ø)* ☐ Yes *(1)*

•If **Yes**, is there free food? ☐ No *(Ø)* ☐ Yes *(1)*



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